

IN THE CLAIMS:

1. (Previously Presented) A label comprising:
a facestock layer having a first side and a second side;
printed visible indicia selectively applied to one or more portions of at least one of said first and second sides of said facestock layer; and
at least one tactile coating layer selectively applied to discrete portions of said first side of said facestock layer to create distinct raised portions on the label for tactile feel;
wherein said label is divisible into individual sheets and disposed in a cut-and-stack configuration to render said individual sheets capable of application to a container by automated labeling machines.
2. (Original) The label of claim 1, further comprising a primer applied to said first side of said facestock layer.
3. (Previously Presented) The label of claim 1, wherein said tactile coating layer is applied to said first side of said facestock layer such that the location of said tactile coating layer substantially corresponds to the location of at least a portion of said visible indicia.
4. (Original) The label of claim 1, wherein said facestock layer comprises transparent cellophane.

5. (Original) The label of claim 1, wherein said visible indicia comprises screen printed ink.

6. (Previously Presented) A label comprising:

a facestock layer formed from transparent cellophane and having a first side and a second side; and

visible indicia selectively screen printed to one or more portions of at least one of said first and second sides of said facestock layer;

wherein said label is divisible into individual sheets and disposed in a cut-and-stack configuration to render said individual sheets capable of application to a container by automated labeling machines.

7. (Previously Presented) A labeled product package, comprising:

a container having a surface for receiving a label; and

a label disposed on said surface, said label comprising:

a facestock layer formed from cellophane and having a first side and a second side,

printed visible indicia selectively applied to one or more portions of at least one of said first and second sides of said facestock layer,

at least one tactile coating layer selectively applied to discrete portions of said first side of said facestock layer to create distinct raised portions on the label for tactile feel, and

an adhesive layer applied to said second side of said facestock layer
wherein said label is divisible into individual sheets and disposed in a cut-and-stack configuration to render said individual sheets capable of application to a container by automated labeling machines..

8. (Currently Amended) The labeled product package of claim 7, wherein said ~~selectively applied~~ at least one tactile coating layer is selectively applied to said first side of said facestock layer such that the location of said tactile coating layer substantially corresponds to the location of at least a portion of said visible indicia.

9. (Original) The labeled product package of claim 7, further comprising a primer applied to said first side of said facestock layer.

10. (Previously Presented) A labeled product package, comprising:

a container having a surface for receiving a label; and

a label disposed on said surface, said label comprising:

a facestock layer comprising cellophane and having a first side and a second side,

visible indicia selectively screen printed to one or more portions of at least one of said first and second sides of said facestock layer, and

an adhesive layer applied to said second side of said facestock layer;

wherein said label is divisible into individual sheets and disposed in a cut-and-stack configuration to render said individual sheets capable of application to a container by automated labeling machines.

11. (Original) The labeled product package of claim 10, further comprising:

at least one tactile coating layer selectively applied to discrete portions of said first side of said facestock layer to create distinct raised portions on the label for tactile feel.

12. (Previously Presented) A supply of labels, comprising:

a plurality of discrete labels, wherein said labels are divisible into individual sheets and disposed in a cut-and-stack configuration to render said individual sheets capable of application to a container by automated labeling machines, each of said labels comprising:

a facestock layer formed from cellophane and having a first side and a second side;

printed visible indicia selectively applied to one or more portions of at least one of said first and second sides of said facestock layer, and

at least one tactile coating layer selectively applied to discrete portions of said first side of said facestock layer to create distinct raised portions on the label for tactile feel.

13. (Original) The supply of adhesive coated labels of claim 12, wherein said labels further comprise a primer applied to said first side of said facestock layer.

14-16. (Canceled).